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Center Fostering New Initiatives To Spur Rural Economic Development
Page 12

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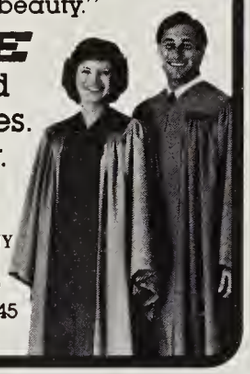

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VIEWPOINT

William C. Friday, president emeritus of the University of North Carolina system, has challenged leaders of North Carolina's business community to "reach out and extend a hand of compassion" to our state's disadvantaged citizens.

In an address before the recent annual meeting of the North Carolina Citizens for Business and Industry, he suggested that business leaders extend that helping hand through personal volunteer work and through support for programs that will upgrade the education level of the state's workforce.

Major efforts of this sort are essential, Friday said, because "an individual simply cannot survive in this new industrial and scientific world without academic competencies and the related skills with which to work."

Thus, as he says so eloquently in the following excerpt from his address, education must become a top priority for all North Carolina citizens since it is critical to the state's economic growth and stability.

—James M. Hubbard
Executive Vice President, N.C. Association of Electric Co-ops

To Achieve Economic Progress, The State Must Overcome "Bondage of Ignorance"

By William C. Friday

In addressing all presidential candidates about the South prior to Super Tuesday, the Manpower Development Corporation stated:

"The South's underdeveloped human capital is, perhaps, its greatest barrier to economic growth and prosperity. Human resources may not have been important in an economy driven on high volume manufacturing but there is little doubt that it matters today.

"Today the rural South is the region's Number One problem threatening to become a permanent anchor on the general prosperity and development of the Sunbelt."

In North Carolina, the Governor's Commission on the Future of the State, the Legislative Commission on Jobs and Economic Growth, the Commission on Literacy and the Rural Economic Development Center have made clear that our need is for the workforce to possess the capacity to understand and comprehend the available and the ever-changing technology and science.

And they conclude that the strength and quality of our educational system is the underpinning—the foundation—upon which such understanding, comprehension and essential civic wisdom rests.

Well, where is North Carolina today? What do the facts show? Let me share a recent personal journey with you.

For the last two years I have worked as a volunteer . . . on Gov. Martin's Commission on Literacy and Lt. Gov. Jordan's Rural Economic Development Center board. . . . I have been involved with a third group in a study of deprived citizens in North Carolina and our civic responsibility to cause change to occur.

I thought I knew a lot about our state, our young people—their education and their future. But I must say these experiences have been instructive. They and the background studies I have read have also been sobering and disturbing to me.

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A Letter From The Editor:

Dear Readers,

One of our readers wrote to us recently, pointing out a problem that I'm sure has concerned many other readers. It has certainly concerned us—and we're trying to do something about it.

Marie Kirk of Cedar Mountain wrote, saying she had received her copy of last December's magazine too late to use any of the holiday season recipes we'd featured in that issue.

"Please do not misunderstand! I like my *Carolina Country*. But, can something be done about the December issue? I received my copy on Dec. 29.... I just thought I'd call this to your attention.

We extend our apologies to Ms. Kirk—and any other readers who shared her frustration about the lateness of the December issue. Incidents of this sort frustrate the magazine's staff and printer as well, for we put in a coordinated effort to produce a timely publication. When we assembled those recipes for the December issue, we expected that they would be in your hands early enough to be used for the 1987 holiday season.

In preparing that issue, the staff and the printer both experienced problems that delayed production. As a result, the magazines were mailed a few days later than usual. The Postal Service, facing the usual onslaught of Yuletide mail, experienced additional delays in getting them delivered.

We can't do anything about how quickly the magazines go through the mail, but we can get them into the mail earlier. With that in mind, we've established earlier deadlines throughout our production cycle. Once this new schedule is fully implemented, we believe it will help us all avoid the kind of frustration Ms. Kirk wrote about.

Meanwhile, if you have any problem with a consistently late delivery of the magazine, please let us know and we'll try to improve the service if we can. Whenever you write about such matters, please use one of the "Attach Mailing Label!" forms like the one on page 8 or simply enclose your label with your letter.

Best regards,

Owen Bishop

Cover: "Serendipity" by Boone's Richard Tumbleston

Our cover this month features an original painting by Richard Tumbleston of Boone. The watercolor, titled "Serendipity," is available from the artist as a signed-and-numbered limited edition print.

"Serendipity" prints feature an image size of 11″ x 14¼″ and paper size of 13″ x 17¼″. They are available for $50 each, with remarqued artist proofs offered for $100 each. Add $4 for shipping and handling. North Carolina residents must add 5 percent sales tax.

To order prints or for information on other works by the artist, write him at P.O. Box 1243, Boone, NC 28607. For appointments to visit his studio, call (704) 264-7147.

HERE, THERE & EVERYWHERE

Fiddle, Bluegrass Music To Fill Holiday Weekend

Union Grove will be the site of a major attraction for fiddle music lovers over the Memorial Day weekend, May 27-29, as over 3,000 fans are expected to turn out for the Ole Time Fiddler's & Bluegrass Festival.

Musicians jam in the barn at the Union Grove Ole Time Fiddler's and Bluegrass Festival

The festival, which was first held in 1924, will take place at the Fiddler's Grove Campground. The entertainment will be featured at the outdoor amphitheater.

More than 500 artists are scheduled to participate with numerous fiddling competitions taking place.

Nationally known musician Doc Watson will perform three concerts during the afternoon and evening of May 28. Other artists expected to perform during the festival are: the Apple Chill Cloggers, master fiddler Robin Warren and Betty Smith on the psaltery.

Adult tickets at the gate will be $30 for the weekend, $20 for all day Saturday, $15 for Saturday evening and $5 for Sunday. Tickets for children ages 8 to 15 are $16 for the entire weekend and $10 for Saturday. Camping facilities are available at the festival grounds.

For more information, write or call Harper A. Van Hoy at P.O. Box 11, Union Grove, NC 28689. Phone: (704) 539-4417.

Back Issues Of Magazine Now Available

Back issues of the *North Carolina Historical Review* are now available at half price.

Issues of the quarterly historical magazine, with editions dating back to 1924, are on sale for $3—which includes postage and handling.

The offer is on a first-come, first-serve basis with issues published before 1960 available in limited supply. The sale will continue through 1988.

To determine the availability of an issue, write the Historical Publications Section, Division of Archives and History, 109 E. Jones Street, Raleigh, NC 27611. Phone (919) 733-7442.

Past State Grange Leader Enshrined Into Hall of Fame

The late Margaret Caldwell, who served for many years as leader of the North Carolina Grange, was enshrined into the North Carolina Agricultural Hall of Fame during recent ceremonies in Raleigh.

Agriculture Commissioner James A. Graham presided over the induction, with former governors James B. Hunt and Robert W. Scott offering comments.

Afterwards, Mrs. Caldwell's portrait was hung in the Hall of Fame Room in the Agriculture Building.

Mrs. Caldwell, who served as N.C. Grange leader from 1946 to 1947 and from 1963 to 1975, was the first woman to serve as a statewide Grange leader and was a driving force behind the organization until her death in 1983.

She was the wife of the late Harry Caldwell, also a state leader of the Grange, who was enshrined into the Hall of Fame in 1981. They are the only husband-wife honorees among the 23 members.

Mrs. Caldwell was also a trustee of Appalachian State University and Mars Hill College, and a director of the National Friends of the Land.

Continued on page 6

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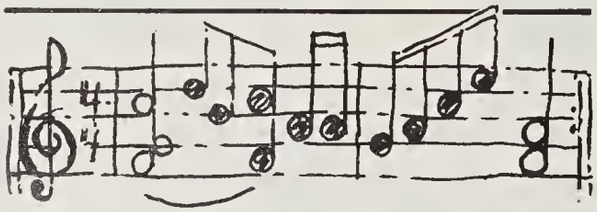
17 Incumbents Re-elected To 5 EMC Boards

A total of 17 incumbents have been re-elected to the Boards of Directors of five North Carolina Electric Membership Corporations (EMCs) during recent co-op annual meetings:

- **Edgecombe-Martin County EMC,** Tarboro—Re-elected were Alice W. Wilson of Oak City; W. Kitchin Benson of Battleboro and Dennis Briley of Hassell.
- **Halifax EMC,** Enfield—Re-elected were Morrell Jones of Rt. 1, Enfield; Helen A. Fleming of Rt. 2, Scotland Neck; Plummer Hardy of Rt. 3, Enfield and G.W. King of Rt. 1, Warrenton.
- **Jones-Onslow EMC,** Jacksonville—Re-elected were Fletcher Barber of Trenton, Percy Jenkins of Rt. 1, Sneads Ferry; Billie Jean Jones of Maysville and Horace Phillps of Rt. 1, Trenton.
- **South River EMC,** Dunn—Re-elected were Charles Collier of Rt. 1, Linden; Ralph Johnson of Rt. 1, Roseboro and Francis Clifton of Rt. 1, Faison.
- **Wake EMC,** Wake Forest—Re-elected were J. Howard Conyers of Rt. 1, Franklinton; Newman I. Bailey of Wake Forest and Dan E. Woody of Rt. 3, Oxford.



Opera Workshop Offers Six Musical Shows At Brevard

Six musical productions will highlight the 52nd season of the Brevard Music Center's Opera Workshop.

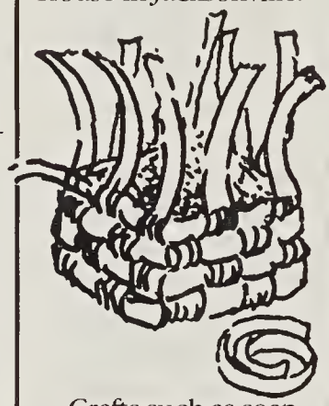
The season will begin June 25 with "Don Giovanni" and end August 6 with "Kismet."

In addition to these productions, the center's season will also include over 50 concerts, ranging from chamber music to opera.

Ticket information for the season is available by writing the Brevard Music Center at P.O. Box 592, Brevard, NC 28712. Phone: (704) 884-2019.

Crafts, Music To Highlight Banks Party

Colonial demonstrations along the banks of the New River will be featured May 29 at the Banks Party at the Pelletier House in Jacksonville.



Crafts such as soap making, basket weaving, wood working and lace making will be highlighted at the event, along with music and entertainment.

For more information on the Banks Party, call the Onslow County Museum at (919) 324-5008.

Davidson EMC Gets REA Loan

Davidson Electric Membership Corporation, Lexington, has received a $6.4 million loan from the Rural Electrification Administration to expand and upgrade its system.

The loan will be used to build 180 miles of distribution lines and 10 miles of transmission lines and to make other improvements. The project will also enable the EMC to add about 2,900 new consumer-members within its service area.

The co-op currently serves about 27,000 consumer-members in Davidson, Stokes, Forsyth, Guilford, Randolph, Davie and Montgomery Counties.

Book Traces History of NCSU AG College

Two former faculty members have teamed up to write the first comprehensive history of the College of Agriculture and Life Sciences at North Carolina State University.

Drs. W. L. Carpenter and D. W. Colvard are the authors of the 510-page book, *Knowledge Is Power,* which traces the college from 1877 to 1984.

Carpenter and Colvard begin their book with an account of how L. L. Polk and other 19th century farm leaders succeeded in getting North Carolina to establish a college to teach "agriculture and the mechanic arts."

They then document the work of the college's teachers, researchers and extension workers as they have instructed students, generated new knowledge and extended research findings across the state for more than 100 years.

A graduate of NCSU, Carpenter was on the faculty for 33 years prior to his retirement in 1984. For 21 of those years he was head of the Department of Agricultural Communications. He now makes his home near Lincolnton.

Colvard, who now lives in Charlotte, became associated with the college in 1938 and served as dean of agriculture from 1953 to 1960. He later served as president of Mississippi State University and chancellor of the University of North Carolina at Charlotte.

The major cost of the book was underwritten by the North Carolina Agricultural Foundation.

Copies of the book may be ordered for $16 each by writing to Agricultural Communications, Box 7603, N. C. State University, Raleigh, NC 27695-7603.

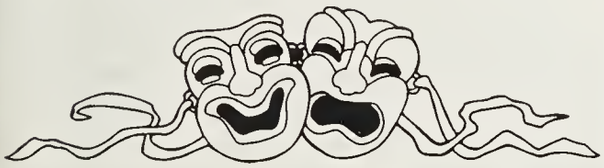
HERE, THERE & EVERYWHERE

Lincoln Arts Council Presents Cole Porter's "Anything Goes"

A production of Cole Porter's "Anything Goes" will make a three-day run, June 9-11, in Lincolnton.

Produced by the Lincoln Arts Council, the play will be presented at 8 p.m. at the Lincoln Citizens Center. Tickets are $6 for adults and $4 for children.

For more information on the production, write the Arts Council at P.O. Box 45, Lincolnton, NC 28093. Phone (704) 735-4621.



Beaufort Old Homes Tour Scheduled

Homes of the 18th and 19th centuries are on parade throughout the year at the Beaufort Historical Complex in Carteret County, but guided tours of the homes and surrounding area are scheduled for the Old Homes Tour, June 24-25.

The complex features homes and buildings dating back to 1732 with costumed hostesses available to guide visitors through the authentically furnished buildings.

The complex is open from 9:30 a.m. to 4:30 p.m. Monday through Saturday except holidays.

The Old Homes Tour is sponsored by the Beaufort Historical Association.

For more information on the complex or the Old Homes Tour, write to the Beaufort Historical Association at P.O. Box 1709, Beaufort, NC 28516. Phone: (919) 728-5225.

Worker-Owned Business Guide Available

The specifics of establishing a worker-owned business are explained in a new book published by the National Cooperative Business Association (NCBA).

Putting Democracy to Work is a practical "how-to" guide for setting up and running a worker-owned business. It explains the general aspects of the business as well as detailing particular operations—from choosing a legal structure to understanding taxes.

The book is available through the mail for $17.19 ($14.95 for the book and $2.24 for postage and handling) and can be obtained by sending a check to NCBA Publications, 1401 New York Ave., Suite 1100, Washington, DC 20005.

Two Individuals Honored With NCDA Awards

Two long-time servants of North Carolina agriculture were honored recently by the N.C. Department of Agriculture (NCDA) during a recent luncheon in Raleigh.

James E. Sutherland Jr. of Laurinburg and Donna W. Creech of Garner were recognized as Friend of Agriculture and NCDA Employee of the Year, respectively, by Agriculture Commissioner Jim Graham.

Sutherland, a retired director for public affairs and industrial relations at Pioneer Hi-Breed Seed Company, served for 18 years on the N.C. Board of Agriculture. He was cited for his work on local, state and national levels as well as his open-mindedness in dealing with issues affecting state agribusinessmen.

Creech, Graham's administrative assistant, was cited for her 25 years of devoted service to the NCDA, her excellent working relationship with the public and her knowledge of the NCDA.

Fiddlers Competition Set In Todd

The Elkland Shoppes at Todd will present a Fiddlers Competition and Convention in Todd, June 11, beginning at 4 p.m.

The community is 11 miles north of Boone on Highway 194. A $1,500 prize will be awarded in the contest.

For more information, write or call Elkland Shoppes, P.O. Box 67, Todd, NC 28684. Phone: (919) 877-1177.

Nominations Now Open For Reynolds Leadership Awards

Nominations will be accepted until June 15 for the 1988 Nancy Susan Reynolds Awards, which are designed to recognize those who have demonstrated extraordinary leadership.

Awards will be presented in three categories: advocacy, personal service and community change. Each winner will receive a $25,000 grant, with $20,000 to be given to a charitable organization chosen by the winners.

The Z. Smith Reynolds Foundation established the awards in 1986 to honor the late Nancy Susan Reynolds, one of the founders of the organization.

Nomination forms and information can be obtained by calling (919) 725-7541 or writing the Z. Smith Reynolds Foundation, 101 Reynolds Village, Winston-Salem, NC 27106-5199.

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EMCs' Statewide Annual Meeting

Martin, Jordan Pledge New Emphasis On Advancing Rural Economic Development

North Carolina's two top elected officials addressed the economic problems of the state's rural areas—and suggested possible solutions—at the recent Annual Meeting of the statewide organization of electric cooperatives.

Both Republican Gov. Jim Martin and Democratic Lt. Gov. Bob Jordan touched on how their particular ideas and agendas would bring faster economic development in the rural portions of the state.

Gov. Martin pointed out what his administration has done and could continue to do for rural growth if he is re-elected in November while Lt. Gov. Jordan outlined what he would like to do if he wins the gubernatorial race.

Martin focused on the economic growth the state has experienced over the past four years under his leadership, saying the urban areas have seen much of the growth—but that the trend is shifting to rural areas.

He said attracting industry to North Carolina is a major challenge, but seeing that every county gets its fair share is a difficult task.

"If you try to tell someone where they are going to make their investments, they're likely to go to Tennessee, Virginia or South Carolina," said Martin.

He said that many businesses have chosen to come to North Carolina over the past four years, due in part to a bi-partisan effort. "When you put aside your differences and put North Carolina first, North Carolina is going to be first," he added.

The governor said one of his goals for economic development in rural areas would be the "Strategic Corridor Plan." which would bring three-and four-lane highways to within 10 miles of 90 percent of the state's population.

Jordan said that North Carolina must change its ways of thinking in the area of economic development, calling for replacing the existing Department of Commerce with a public/private partnership called the N.C. Economic Development Corporation.

Under Jordan's plan, the organization would use state and private resources to better serve the state's economic development plan. "We can't be satisfied with the same old way of doing business," he said, adding that rural areas have been left behind in much of the state's growth.

"In rural areas, as you know, so often there is too little growth, not enough jobs, not enough opportunities and too many young people moving out of those rural areas," he said.

Jordan, who operates a lumber business in Montgomery County, said he knew rural North Carolina can be a good area for business.

"Business can survive and thrive in rural areas," he said. "I know that because I've lived there and know how hard rural people work."

Jordan also commented on the role the state's Electric Membership Corporations play in North Carolina's economic development.

"Your 28 co-ops make economic development possible—especially in rural areas," he said. "As we look to the future, your efforts will be even more important."

MAILBOX

Magazine: "A Fine Publication"

"Grits" is great. So is your entire magazine. I've enjoyed the content and make-up of every issue I've received since moving to Richmond in September.

In November you tempted me far beyond any other publication in the past—and I fell. I made the Christmas Candy for a dear friend who used to send me Christmas goodies until she gave up housekeeping.

The couple of pieces I tasted were marvelous. . . .

When your March issue arrived I realized that time was passing and I still hadn't told you what a fine publication you have. You really do.

Shirley K. Sullivan
Editor, Internal Publications
Southern States Cooperative
Richmond, VA

"What's Our Option?" If Local Co-Op Doesn't Offer Satellite TV Service

I have been following the progress of being able to subscribe to satellite signals through our rural utility company, as we are dish owners.

In the month of February, *Orbit,* a program listing magazine, listed "Rural-TV" as a signal source and to contact your local rural utility company.

I live in a small western North Carolina community that is served by Haywood EMC. Officials there informed me their study showed it wasn't to their or their customers' advantage and would not offer this service.

Now what is our option? Can we go to another utility company?

We have no local cable company serving the area where our home is. On regular television we can receive only NBC from Greenville, SC.

Thank you for any help you can give the dish owners in our area. When our problems seem to have a solution there is always a stumbling block.

Carolyn A. Berry
Cashiers

Thus far, only a handful of Electric Membership Corporations in North Carolina have established outlets for satellite TV services such as "Rural TV" programming. However, plans are being developed by the North Carolina Association of Electric Cooperatives that could make such services available in those areas of the state where local EMCs have not yet entered this field.

Carolina Country *will provide complete details on this program when it becomes operational.*

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Awards Cite 31 Directors From 17 EMCs

A total of 31 present and past directors of North Carolina Electric Membership Corporations have been recognized for their years of service to the state's rural electric program.

They were presented with "meritorious service" plaques citing them for their contributions to the program.

The plaques were presented as part of the 1988 Annual Meeting of the statewide organization of EMCs in Raleigh.

The directors honored, listed by EMCs, were:

Blue Ridge, Lenoir—Bill E. Brown of Rt. 1, Boone and John Woodruff of Sparta, both for 20 years.

Carteret-Craven, Morehead City—Roy E. McCabe of Rt. 1, Havelock, 15 years and Clarence E. Millis of Rt. 2, Newport, 40 years.

Davidson, Lexington—Eston S. Stokes of Rt. 2, Linwood, 35 years.

Four County, Burgaw—R. W. Blanchard Jr. of Rt. 1, Turkey, 20 years.

Harkers Island—James T. Gillikin of Harkers Island, 15 years.

Jones-Onslow, Jacksonville—Fletcher Barber of Trenton and Horace Phillips of Rt. 1, Trenton, both for 15 years; Hugh L. Batts of Hampstead and Clifton D. Taylor of Rt. 5, Kinston, both for 20 years.

Lumbee River, Red Springs—Former director Elias Rogers of Rt. 1, Red Springs was cited for 20 years of service.

Pee Dee, Wadesboro—Richard H. Johnson of Rt. 4, Wadesboro and H. M. Royals of Wadesboro, both for 15 years.

Piedmont, Hillsborough—C. Franklin Murphy of Rt. 3, Mebane; Marvin L. Poythress of Rt. 5, Chapel Hill and Richard C. Roberts of Rt. 1, Hillsborough, all for 15 years; Alvin H. Hawkins of Rt. 1, Hurdle Mills, 20 years and H. T. Gillis of Rt. 2, Roxboro, 40 years.

Pitt & Greene, Farmville—Lloyd Gay of Rt. 2, Fountain, 25 years.

Roanoke, Rich Square—Henry A. Bennett of Rt. 1, Rich Square, 25 years.

Rutherford, Forest City—Paul G. Dalton of Rt. 1, Lake Lure and John T. Wyant of Rt. 1, Vale, both for 20 years.

South River, Dunn—Francis Clifton of Rt. 1, Faison, 15 years and Ralph Johnson of Rt. 1, Roseboro, 30 years.

Surry-Yadkin, Dobson—J. Olen Gentry of Rt. 1, Roaring River, 25 years. In addition, a service award was presented to the family of the late W. E. Collins of Rt. 2, Westfield, who completed 25 years on the co-op board before his death in January.

Tideland, Pantego—George Wilkes of Ocracoke, 20 years.

Tri-County, Dudley—Leslie J. Bell of Rt. 2, Mt. Olive, 25 years.

Union, Monroe—J. Ray Efird of Rt. 4, Albemarle, 15 years and William R. Wilson of Rt. 1, Richfield, 20 years.

Co-op Managers Honored

Four managers and one retired manager from Electric Membership Corporations across North Carolina have been honored for their career service to the rural electric program.

The managers each received a "meritorious service" plaque during ceremonies at the 1988 Annual Meeting of the statewide EMC organization in Raleigh.

The retired manager, Rudolph Sexton of Tarboro, received a special citation saluting him for his 40 years of service as an employee of Edgecombe-Martin County EMC, Tarboro. He stepped down last year as the EMC's manager.

Two of the managers were honored for four decades of service to the program. They were Donald D. Rice, executive vice president of Crescent EMC, Statesville and J. Kelly Hutchens, manager of Surry-Yadkin EMC, Dobson.

Marvin O. Marshall, manager of South River EMC, Dunn, was cited for 25 years of service and Edward E. Brown Jr., manager of Four County EMC, Burgaw, was honored for 20 years of service.

Anne Suit of Anne-Tique Reproductions, Inc.

Gaston County's Own "Santa's Workshop"

By Randy Wheeless

Anne Suit likes to refer to her business headquarters as Santa's Workshop.

If she could place a few reindeer and elves around the shop, she'd be right on target because Suit's Anne-Tique Reproductions does have a Yuletide look about it.

Filled with thousands of plaster bears, raccoons, rabbits and a host of assorted other animals, the shop has a gift for anyone's stocking . . . or wall . . . or mantle . . . or tabletop.

A far cry from the company's humble beginnings, Anne-Tique Reproductions is now located in a spacious building on the Dallas/Cherryville Highway in Gaston County. The business boasts 100 full-time and 200 part-time workers.

Suit began her venture about four years ago when she moved back to North Carolina after living in Georgia for 10 years. By joining forces with Jack Weaver, a local associate and longtime follower of the gift industry, she cranked up her business in a basement with her son and niece lending a hand.

"I started on a shoestring," said Suit, a consumer-member of Rutherford Electric Membership Corporation, Forest City. "I began in my brother's basement. Can you imagine that?" she asked with a laugh.

Suit soon discovered that starting a business was a 24-hour-a-day job.

"I used to pour the plaster in the morning and do the paperwork at night," she said.

Suit didn't stay in the basement for long—but her next location had no heat. After two more moves, she settled in at her present location, which previously housed a machine shop.

The reason for all the moving was simple: Anne-Tique Reproductions was growing fast.

When she was not working at the shop, she was roaming the aisles at regional gift shows, talking to artists and dealers.

Soon, Suit was being contracted by other artists to reproduce their work on a larger scale. With her own line of gift items catching on, business was booming.

"I've been surprised," Suit said regarding her startling success. "When you go to a gift show and see all the people you're competing against, you wonder how you sell anything at all."

One reason for Suit's success has been the "country" look which has swept its way into the decor of rural and urban homes across the nation. Many of Anne-Tique Reproductions' items fit well into this simple style.

"I'm sure the 'country' look will fade some, but I think it will be around a long time," Suit said. "Too many people have invested too much to decorate their homes with the 'country' style. People don't redecorate everyday."

With a growing company on her hands, Suit says the business end of the operation is where her best decisions are made.

Weaver, who has been with her since the beginning, handles the decisions on what products to produce or push. "He has a feel for that," said Suit. "I don't question him."

Anne-Tique Reproductions, which recently opened a retail store alongside its headquarters, may soon add new lines of gift items to offer more variety.

For the 200 painters the company employs, the operation has proven to be a blessing. Practically all of the painting is done in homes in the Gaston County area. The painters include the handicapped, the elderly and young mothers who work at home while caring for small children.

The items painted in Gaston County may end up almost anywhere in the country. Suit ships products to every state and to Puerto Rico and Canada, meeting the demand generated by about 100 sales representatives from various agencies who handle the company's lines.

Yet, even with the amazing volume—more than a million individual pieces since the company began—Suit can spot her products anywhere.

"I went to the World's Fair in Vancouver in 1986," she said. "The first store we went into had our little bear on the shelf. That was a neat surprise."

Center Fostering New Initiatives To Spur Rural Economic Development

The president of the North Carolina Rural Economic Development Center is a Mount Olive native whose career has included a wide range of public service jobs.

Before joining the center, Billy Ray Hall was executive director of the N.C. Commission on Jobs and Economic Growth. He was assistant town manager for the Town of Cary and also served for several years with the N.C. Department of Natural Resources and Community Development and the N.C. Department of Administration.

He holds both master's and bachelor's degrees in economics from N.C. State University.

Billy Ray Hall no longer lives in rural North Carolina but he is determined to make life better for those who do.

The Mount Olive native is translating that mission into an agenda for action as president of the N.C. Rural Economic Development Center in Raleigh.

The non-profit corporation was created last year to help improve economic conditions and make more jobs available in the state's rural areas—especially for low-income Tar Heels.

As the former executive director of the N.C. Commission on Jobs and Economic Growth, Hall knows the problems facing rural areas.

"The majority of rural North Carolina is suffering when compared to the rapidly growing urban areas," he said. "What we have to keep in mind is that the problems in the rural areas are stark when you can make a quick drive to Raleigh and compare the difference."

The center's program is also important to state government leaders. Through funding by the General Assembly, the N.C. Rural Economic Center went from a concept to an operating organization in 1987.

To solicit leadership for the center's Board of Directors, Chairman William C. Friday, president emeritus of the University of North Carolina system, recruited leaders of business, agriculture, education and government throughout the state—all with an interest in rural issues. *(See story, opposite page.)*

Hall hopes the center can deal with rural problems in a variety of ways. As specific situations arise, the center will define problems and test strategies that offer promise in dealing with that set of circumstances.

The center will also sponsor pilot programs and initiate research in the interest of improving rural conditions.

Hall hopes all these efforts will help create jobs through home-grown businesses and to establish problem-solving techniques that can be used again and again.

"We've got to be aware of who is doing what and be able to share it with the rest of the state," he said.

Part of the center's efforts will be to attract industry to rural areas. However, out-of-state industry cannot be the sole cure for rural problems, he said.

"Sitting back and waiting for a 'smokestack' to come and solve your problems—and your children's problems—isn't going to get it done. We have to learn to grow industry in rural areas."

By creating new businesses from within a community, jobs and other benefits will follow, he stressed.

As a result, much of the center's program will be aimed at helping existing businesses in rural areas—especially farms.

Hall pointed out that in the past five years, the number of farms in the state has dropped from 90,000 to 73,000. Competition for the farmer, he said, comes not only from the next state but also from countries thousands of miles away.

"We're in a world economy," he said. "Let's get good at participating."

Making the rural areas "good" in all areas of economic development is the center's principal goal, he added.

"We've got to do whatever it takes to help rural areas. It's an important job."

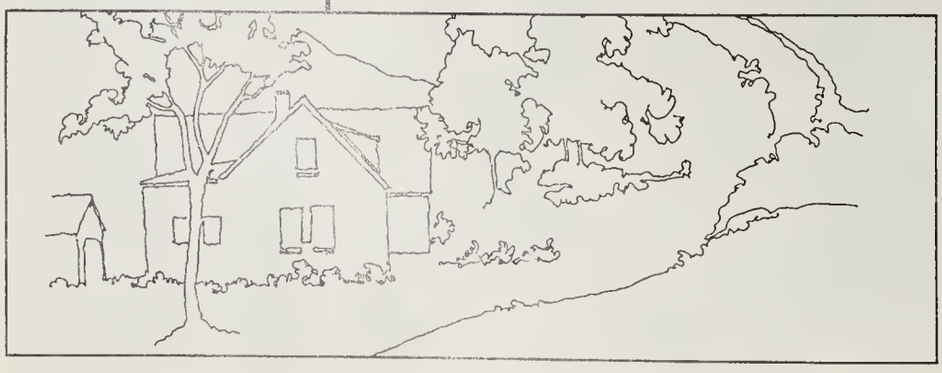

Illustration by Jean Wall Penland, reprinted from *Programs, Problems and Pioneers—Rural Economic Development in North Carolina.*

The Right Board *at the* Right Time

Members of the Board of Directors of the N.C. Rural Economic Development Center were named to that board to represent the state's "best minds" in business, finance, agriculture, education, government and public service, said Billy Ray Hall, the center's president.

"We believe the mix of leadership on our board provides the tools for accomplishing our mission. I believe it is the right board at the right time and in the right positions," he added.

Chairman of the board is **William G. Friday,** president emeritus of the University of North Carolina system who also currently serves as president of the William R. Kenan Jr. Fund in Chapel Hill.

Other officers are **L. Vincent Lowe Jr.,** president of Branch Bank and Trust Company, Wilson, vice chairman; **William J. Veeder,** a Charlotte businessman and civic leader, treasurer and **Larry Wooten,** a farmer from the Person County community of Currie, secretary.

Members include six members of the North Carolina General Assembly: **Rep. Marc Basnight** of Dare County, **Rep. Charles M. Beall** of Haywood County, **Rep. J. Richard Conder** of Richmond County, **Rep. Bob Etheridge** of Harnett County, **Rep. Charles W. Hipps** of Haywood County and **Rep. Wendell H. Murphy** of Duplin County.

Representing state government agencies on the board are Agriculture Commissioner **James A. Graham,** agriculture specialist **James R. Oliver** of the Department of Commerce and **Robert W. Scott,** the former governor who now serves as president of the Department of Community Colleges.

Representing the state's universities are **C.D. Spangler,** president of the University of North Carolina system; **Dr. Ulysses Bell,** vice chancellor of Elizabeth City State University; **Dr. C.E. Bishop,** special assistant to the provost, UNC-CH; **Dr. Chester Black,** director of the Agricultural Extension Service, NCSU; **Jonathan B. Howes,** director of the Center for Urban and Regional Studies at UNC-CH and **Dr. Harold F. Robinson,** director of university studies at Western Carolina University, Cullowhee.

Others who serve on the board are: **David Burns,** president of Z.V. Pate Inc., Laurinburg; **James T. Bobo,** general manager, ElectriCities of North Carolina, Raleigh; **James M. Hubbard,** executive vice president, N. C. Association of Electric Cooperatives, Raleigh; **Chenay Costen-Boyce,** executive director, Rural Day Care Association of Northeastern North Carolina, Ahoskie; **Richard L. Daugherty,** site general manager, IBM Corporation, Research Triangle Park; **Jack Dossenbach Jr.,** president of Dossenbach Furniture, Sanford; **Bill Gibson,** executive director, Southwestern North Carolina Regional Council of Governments, Bryson City; Durham attorney **William G. Hancock Jr.;** former congressman **Eugene Johnston,** chairman of the board, Johnston Properties Inc., Greensboro; **J. Wilson Jones,** president of J.W. Jones Lumber Company, Elizabeth City; **Valeria Lee,** program officer, Z. Smith Reynolds Foundation, Winston-Salem; **Katharine McKee,** associate director, Center for Community Self-Help, Durham; **Ruth Mary Meyer,** president of the Women's Forum of North Carolina, Durham; **Larry Shaw,** president of Shaw Food Services, Fayetteville; **Sherwood H. Smith Jr.,** chairman and president of Carolina Power and Light Company, Raleigh; Durham CPA **Dewitt Sullivan; Norma Turnage** of Rocky Mount, a member of the State Board of Education; **Kathryn Waller,** executive director, Rural Advancement Fund, Charlotte; **Sidney R. Warner,** executive vice president, NCNB, Greenville and **E.V. Wilkins,** mayor, City of Roper.

For more information about the North Carolina Rural Economic Development Center, write or call Billy Ray Hall at 116 N. Person St., Raleigh, NC 27601. Phone: (919) 821-1154.

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We're All In This Together. EMC

Continued from page 3

Nationally, the level of adult literacy and the high drop-out rate—together with the increasing requirements of entry level jobs—are having dramatic consequences. For instance:

- between 1973 and 1985, the average annual earnings of a high school drop-out declined by 38 percent;
- the difference in earnings between high school graduates and high school drop-outs doubled between 1973 and 1985, from 30 percent to 60 percent;
- studies show that ... those who have not learned to read and write by early adolescence are the most likely to drop out, become teen parents, commit crimes and live in poverty. The consequent increased cost in tax burden is enormous.

Today, over one million of our citizens live below the defined poverty level—nearly 1/6th of our population. Particularly disturbing is the fact that one of four children currently suffer this fate.

Who are these citizens? They are the displaced farmers, displaced workers, drop-outs that we know about. They are a sizable portion of the workforce for the year 2000. They are the children who are the only future we shall experience. These are our neighbors and friends who, through no fault of their own, have encountered forces they do not understand and cannot control—and forces they did not cause to be.

Recently, I took the time to visit with some of these citizens in food kitchens, in adult learning classes, in schoolrooms where mother and child learn together. I found that the overwhelming majority of these people want desperately to learn, to gain self-respect and to be useful. They want to be productive citizens, to earn their own way.

I felt their sense of despair and I was reminded of the acute feelings that some of you and I had with the real Depression that hit so devastatingly during the 1930s.

Another Carolinian who experienced the lacerating impact of those difficult times and consequent poverty recently wrote these descriptive paragraphs about our own Have-Have Not society:

"Poverty is a stick the world beats you with and when the world no longer uses that stick, you use it on yourself. Poverty smells like a kerosene stove. It feels like wearing somebody else's clothes. It hurts like walking in shoes that fit someone else first. It tastes and looks like liver mush.

"I didn't go to college until I was 45. At my 25th high school reunion, I saw us still mostly the same; the Haves still had, and the poor, half-a-dozen kids, grandkids. Education had moved a few to middle class. Diligence, a few more, but I could have drawn a neat line through the town that's still divided by more than the railroad tracks.

"Poverty still stands on those tracks, looks across, up and down, for a way out. Poverty is always being on the edge of good things going on. You are never allowed to join in. You don't ask. Even for events that are free. You stand in the shadows and accept. That's the worst poverty of all ... accepting. Poverty is the color of a bruise; a birthmark on your soul."

Poverty and deprivation are the human costs of poor education. Yet there is also an economic cost. ... It is a problem that we hear about increasingly in North Carolina—and one that is destined to grow far more serious. Consider that:

- the average new job created between 1984 and the year 2000 will require 13.5 years of education
- in the 1980 Census, over 890,000 North Carolina adults did not possess education beyond the eighth grade
- the number of young people who drop out of school each year is not declining—instead it continues at 25,000 per year.

Thus, as we look to the year 2000, we see a growing mismatch between the workforce that the state will need to compete in the global economy and the workforce that is emerging

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here in North Carolina.

What is being done? The Community Colleges are teaching basic literacy skills in 1600 different locations in our state. Over fifty literacy councils are reaching out through volunteers to do the same thing. Some of the most creative and imaginative approaches to providing the basic skills to employees are being conducted in and among business and industries in North Carolina. ... Churches, professional groups and civic clubs are at work, too. ...

The William R. Kenan, Jr. Charitable Trust and the Frank Hawkins Kenan Institute of Private Enterprise are committing considerable resources to attacking these pervasive problems. They are giving special emphasis to a great new program for combining early childhood development with adult basic education for parents. The Institute is also funding instruction in entrepreneurship in the hope of stimulating local initiatives and local investment in people with good ideas for local business. Other major foundation and charitable organizations are funding similar undertakings. ...

We should understand—fully understand—that we must take a long view and not grow weary for there is much yet to do and thousands to be helped. The great effort ahead will be to press forward to reaffirm the role and posture of public education and its enormous importance to economic growth and the well being of our country.

North Carolinians have always had a deep and abiding faith in the value of a good education. That faith was expressed in the first Constitution and over these decades has been implemented—sometimes interrupted by depression or war, but moving ever forward as resources permitted and as our leadership inspired and informed the citizens. ...

These last two years of volunteer involvement have caused me to reach a new appreciation of the relationship between poverty and literacy—between the bondage of ignorance and the rate of economic progress our state will make.

You and I have no greater challenge than the eradication of these destructive and debilitating conditions. Surely, this is the bottom line if we are to secure the economic future the state must have.

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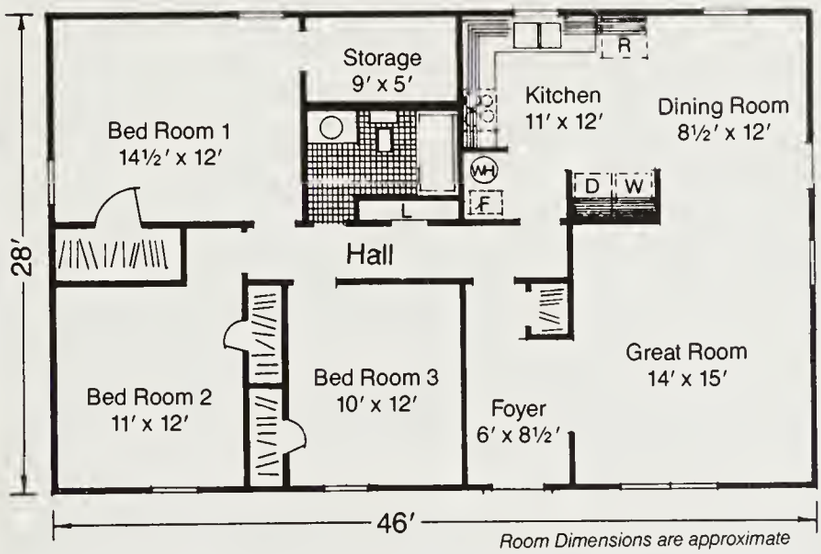

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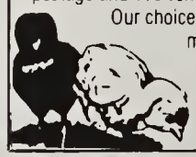

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COUNTRY KITCHEN

Chicken With Walnuts

Submitted by Teresa Ellis, Wake Forest

1/3 C. soy sauce
1½ tbsp. dry sherry
3/4 tsp. ground ginger
1½ lbs. boneless chicken breast, cut into 1-inch pieces
7 tbsp. cooking oil
1/2 C. sliced green onions
1 large clove garlic, crushed
1½ C. walnuts, coarsely chopped

Combine soy sauce, dry sherry, ginger and chicken in a small bowl. Mix and let stand 15 minutes. Heat wok or large skillet. Add 4 tbsp. cooking oil. Add green onion, garlic and walnuts and cook while stirring for 3 minutes. Discard garlic. Transfer walnut-onion mixture to small bowl. Add remaining oil to wok. Heat. Add chicken and soy sauce mixture. Stirfry 6 minutes or until chicken is cooked and coated with soy sauce mixture. Return walnut-onion mixture to wok and toss to mix. Serve.

Would You Like To Share Your Recipes?

If you would like to share a recipe with this column, send it to: *Carolina Country*, P.O. Box 27306, Raleigh, North Carolina 27611.

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Ad Council

Annual Meetings Calendar

Date	Electric Membership Corporation	Time	Location
June			
11	Blue Ridge, Lenoir	Registration: 8:00 a.m. Business Meeting: 9:30 a.m.	Farthing Auditorium, Appalachian State University, Boone
July			
15	Randolph, Asheboro	Registration: 6:30 p.m. Business Meeting: 8:00 p.m.	Asheboro High School, Lee J. Stone Stadium, Asheboro

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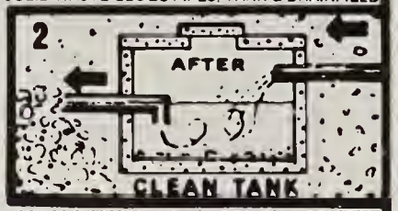

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Dr. Sandra Dellinger, extension housing specialist, North Carolina State University, offers some very simple but effective ways to help save energy.

- Take shorter showers.
- Recycle newspaper, cardboard, aluminum and glass. This not only conserves energy, but it also cuts down on the amount of garbage that an area has to handle.
- Combine car trips so that errands can be completed with a minimum of mileage and backtracking.
- If a room isn't being used, close the door and turn down the heat to that room.
- Take advantage of what you get for free. Open the blinds, draperies and shades on the sunny side during the day to let the sun warm your house in winter. Keep them closed on hot summer days.
- Consider fuel economy when buying a new car and energy efficiency when buying a new appliance.

Contact your county agricultural extension office for more information on energy conservation.

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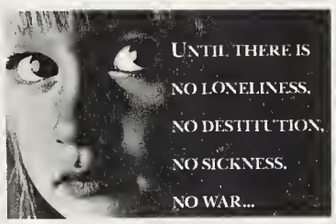

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"Megabill" Spending Concept Dates Back To 1981

When Congress finally passed its budget late last year, it did so by passing a huge "megabill" that included all federal spending. It also passed its appropriation for the year in a companion measure.

President Reagan wasn't pleased because the omnibus bill contained several items he objected to and it forced him into making a difficult choice: either sign the bill or let the government shut down. He signed.

When he delivered his State of the Union message he brought copies of the two big bills with him to show his television audience, vowing never to sign such bills again. He chided Congress for passing such measures.

It was a very dramatic gesture, but somewhat misleading.

Congress passed such a bill for the first time in June, 1981, Reagan's first year in office. It was called the Gramm-Latta bill, named for Rep. Phil Gramm of Texas and Rep. Delbert Latta of Ohio, its authors.

The megabill concept came from David Stockman, who was director of the Office of Management and Budget at the time.

The plan was to include in the big bill some $35 billion in domestic spending cuts which might not have passed if they had been included in separate bills. With the House having a Democratic majority, some of the cuts might have died in committee—or so the administration feared.

The tactic succeeded and the megabill was passed by a vote of 217 to 211. The Republicans supported it and were able to get enough conservative Democrats, mostly from Southern states, to join them to win passage.

With Republicans controlling the Senate following Reagan's big victory in 1980, the bill passed the Senate.

The administration, having gotten its $35 billion in domestic cuts while increasing arms appropriations, hailed its victory. President Reagan said that at last Congress has "heard the voice of the people." *The Wall Street Journal* said "the congressional budget process is starting to work."

Last year, when Congress passed another such bill, this one containing some pork barrel items which a lot of people felt should have been left out, the concept drew criticism from President Reagan, *The Wall Street Journal* and even Sen. Phil Gramm.

Most financial experts say lumping all of the budget items into one bundle is a sloppy way to do business and that Congress could do better. Some say this approach is evidence that the budget process is, in fact, breaking down.

Federal Officials Take Aim At Illegal Drugs

For the past five years, it has seemed that the only voice being raised in Washington on the use of illegal drugs was that of Nancy Reagan. Her invitation to "just say no" was a constant and lonely one.

Now everyone in Washington seems to be concerned, perhaps because it is an election year and polls show that the public is worried about this issue.

Suddenly a "get tough" attitude has developed in the Congress, as members are hearing from constituents who are concerned about this growing problem.

And it is, indeed, growing. It is now estimated that the illegal drug business in the U.S. is bringing in $130 billion a year and that one of every ten Americans uses drugs at least once a month.

It is certain to be a most difficult war to win. The length of the country's coastline and borders make patrolling them almost impossible and the number of agents in the Drug Enforcement Agency (DEA) has been pitifully small for such a task.

Also, although President Reagan had stated that drugs were a national emergency, in the 1989 budget he sent to Capitol Hill, funds for the Coast Guard were cut drastically and the Coast Guard is our most effective guardian of our coast.

Some people in government want to get tough.

Secretary of Education William Bennett declared that trying to teach children not to use drugs was impossible when they saw their parents using drugs at home, and called for using the Armed Forces instead. He suggested that we could go into drug-producing countries with our troops and wipe out the coca crops, with or without the consent of that nation's government.

William Von Raab, head of the Customs Service, instructed his agents to confiscate the passport of any person carrying any drug into the U.S.

Some members of Congress want to invoke the death penalty in certain drug cases while others have opted for greater emphasis on education.

One thing seems certain in spite of all the efforts to solve the problem. As long as people are willing to buy it, cocaine will be for sale, with all its attendant crime.

People on both sides of the aisle in Congress are admitting that the situation has been neglected for far too long.

"The threat," said Rep. Charles Rangel (D-NY), "is greater than that of Communism in Central America."

Industry Veteran Named To NCEMC Manager's Post

David R. McCue, a veteran of 19 years in the electric industry, has been named manager of power supply with the North Carolina Electric Membership Corporation (NCEMC), the generation and transmission cooperative serving the state's Electric Membership Corporations.

McCue was previously manager of finance, rates and contracts with the Plains Electric Generation and Transmission Cooperative in Albuquerque, NM. Earlier, he worked with Florida Power and Light Company as supervisor of transmission planning.

At NCEMC, McCue will act as the principal liaison with the co-op organization's major power suppliers, oversee the statewide load management program, monitor NCEMC's joint ownership with Duke Power in the Catawba Nuclear Station and guide long-range power supply planning for the state's EMCs.

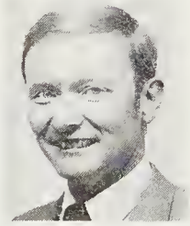
McCue, who grew up in Arlington, VA, graduated from the University of Virginia with a degree in electrical engineering. He holds one master's degree in engineering from the University of Florida and another in finance from New Mexico's Webster University.

A registered professional engineer, McCue is also a member of the Institute of Electrical and Electronic Engineers.

He and his wife Karen have a daughter, 10, and a son, 5.

McCue succeeds Douglas P. Leary, who has been named assistant to James M. Hubbard, executive vice president at the statewide EMC organization. In his new position, Leary will coordinate various activities for the three corporations comprising the statewide organization, including corporate planning and the preparation of annual work plans and budgets.

Leary came to the statewide organization in 1984 as manager of power supply after serving four years on the North Carolina Utilities Commission. Earlier, he was manager of Wake EMC, Wake Forest, for eight years and staff assistant at Four County EMC, Burgaw, for 10 years.



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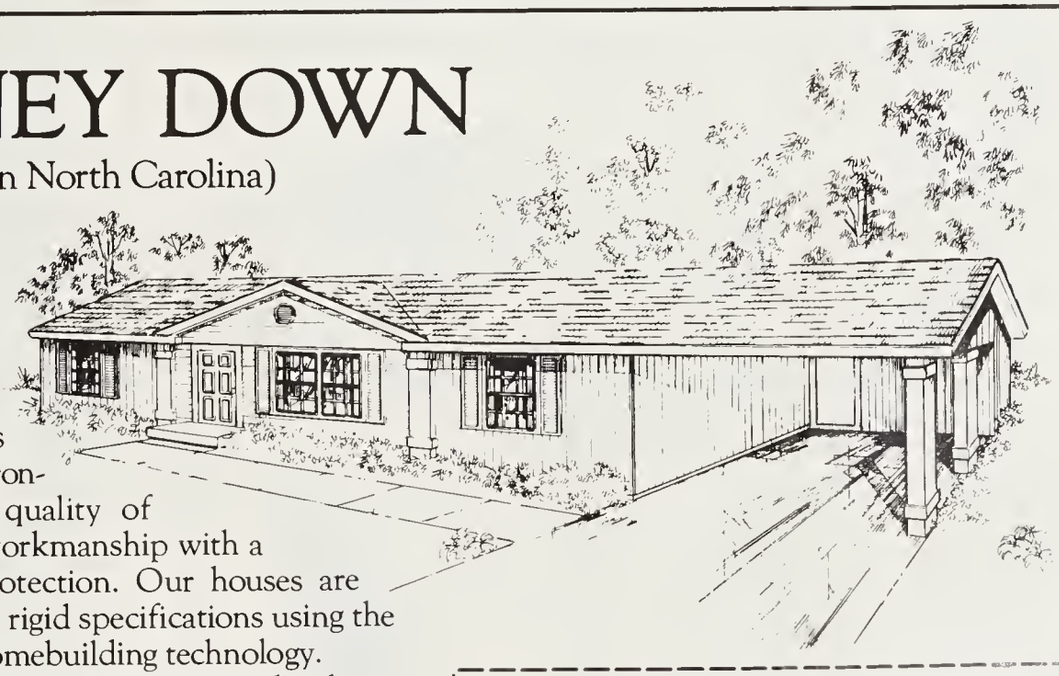

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Poe Pourri, A North Carolina Cavalcade, by Clarence Poe and Charles Aycock Poe. Taylor Publishing Co. 157 pages. $11.95.

Can anyone give us a realistic look at North Carolina from the days of its founding to the present, with an even dozen seemingly unrelated stories? The two authors of this entertaining new volume have done just that, and they've made each chapter a complete story in itself.

This book started out as another from the prolific Clarence Poe, the beloved *Progressive Farmer* editor who involved himself so deeply in public affairs in our state. He would have called the book simply *A North Carolina Cavalcade,* but he died and his son, Charles Aycock Poe, lent his scholarly touch to complete the work.

Charles, a Raleigh attorney and real estate developer, was editor of the *Carolina Magazine* while at UNC-Chapel Hill.

Clarence Poe wrote five of the stories while Charles penned four. Three are the result of joint efforts by the father/son team.

The range is quite wide.

Sir Walter Ralegh, who spelled his name 73 different ways (Ralegh was the favorite spelling) but always pronounced it Raw-lee, is covered in detail—especially his efforts to establish colonies in what would become North Carolina and other points. We also read of his fortunes and misfortunes, including at least two death sentences with the last one causing him to lose his head. (Raleigh is the only state capital named for someone who was beheaded.)

The story about "The Education of Clarence Poe," written by his son, tells us that the Chatham County native received the bulk of his formal education in a rural, one-room school and tells how he went on to the great achievements of his later years. The story is rich in human interest, touching on his advice to the statesmen of his time and his habit of riding a horse from his farm east of Raleigh to his downtown office. He never mastered the automobile.

His "impractical" side is also mentioned, such as the time Clarence Poe paid $1.42 for a newspaper ad seeking the return of a lost umbrella for which he had paid $1.25. He also tried to mail a letter in a fire-alarm box.

Poe Pourri *is available in many bookshops but may be ordered by mail.*

Send check or money order for $15, including postage and handling, to Poe Pourri, P.O. Box 106, Chapel Hill, NC 27514.

Make checks or money orders payable to Poe Pourri.

He was a man of vivid expression. Writing about William Jennings Bryan and Woodrow Wilson (he hated both), he said that "if Bryan and Wilson and he were on a boat and all going down, and he could save his own soul from hell by shaking hands with them, he wouldn't do it. . . ."

Another story offers vivid details of crime and punishment in years gone by. In 1741 the punishment for perjury was to stand in the pillory for one hour, have both ears nailed to the wooden stock and later cut off. The ears were left in place until sundown. If you stole a horse or hog, you also stood in the pillory, but got 40 lashes on your bare back "well laid on"—but you were allowed to keep your ears.

In contrast, a story about Dolley Madison, a charming and wealthy widow who was an intimate of George and Martha Washington, tells about her trials with the British in 1812 as well as her role in Washington society. She is in this North Carolina book because, as Dolley Payne, she was born in Guilford County.

The courage of Margaret Hanley Haulee, who was captured by Shawnee Indians and held for three years, is described in another chapter. She survived by serving the Indians, despite their killing of her children. This pioneer woman was the great-great-grandmother of Governor John Christopher Blucher Ehringhaus.

Other stories mention the long-time custom of dueling to the death, plantation life in North Carolina and the intriguing tales of Robert Ruark of Southport, the noted newspaperman and novelist.

One of the best stories quoted in this easy-to-read volume comes from Clarence Poe himself, who often told it:

A man on his death bed called to his wife, "I've always had my suspicion about that first son of ours. He's about as ugly and ornery as any man in the world, whereas those other six boys are as fine as can be. Tell me the truth, now—was he really my son?"

She gently replied: "I know you are dying and I'll tell you the truth. He was your son, but the other six weren't!"

Read the book. You'll enjoy it!

—Frank Jeter Jr.

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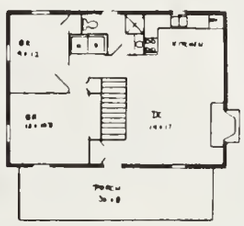

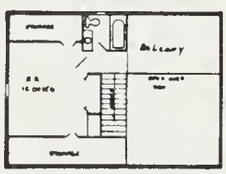

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A Primer On Hearing Aids:

As age takes its toll on the senses, hearing is often impaired—but it's a problem many of us hesitate to acknowledge.

Once the problem is acknowledged, it often can be alleviated quite easily through the use of a hearing aid.

That's what happened to Frank Jeter Jr. of Raleigh, who handles free-lance writing and advertising sales duties for Carolina Country. *He's been wearing a hearing aid about a year and has been generally pleased with its performance.*

As a result, we asked him to write about his introduction to the world of hearing aids for this month's column.

A former newspaperman, Jeter has served in various public information posts through the years. He retired in 1981 as public information officer for the USDA Soil Conservation Service in North Carolina. He's a past president of the North Carolina Senior Citizens Association.

By Frank Jeter Jr.

To be perfectly honest, I didn't want to think about it.

Maybe if I don't, I said to myself, the problem will just go away.

It was a matter of wishful thinking—for my hearing was indeed becoming a problem. My ability to hear had diminished just the way that once-dark-brown hair had turned gray.

It happens to many of us. We try to compensate at first, turning the TV sound up a notch or two, cupping a hand to the ear at times or turning to face a friend in conversation. And we concentrate on listening as never before.

But if hearing loss is a problem, help is readily available.

What most of us call a hearing aid is really a miniature amplifier, powered by very small batteries, that can be placed in one ear or both ears. They come in several styles: inside the ear, right behind the ear, placed inside your eyeglass frames or even with a sound box in your pocket, with lines running up to the ear.

You will see ads in newspapers and magazines, receive color pamphlets in the mail or sometimes have a phone canvasser call you at home, perhaps offering a free "hearing test."

Some of these devices are doubtless very useful. Some are probably just what you don't need.

In my case, responding to numerous suggestions from friends and family members, I found a system that works. I talked with some close friends who had met satisfactory results in their own cases. And finally I went to a recommended physician who specializes in eye and ear medicine, including surgery and other techniques.

Here's how the successful treatment went.

First, the physician examined my hearing apparatus (and it amounts to more than just your two ears) to make sure no nerve damage was causing the loss of hearing. (If this were the case, a hearing aid would be useless.)

After the medical check, an audiologist (hearing specialist) affiliated with the physician's clinic measured the hearing loss in each ear, using a sound-proofed room and specialized equipment. A number of different tests were given. These showed a 45 percent hearing loss in the "good ear," with even greater loss in the other.

One amplifier was recommended, for use in the "good" ear.

After pondering the matter only a couple of minutes, I elected to go ahead with the recommended treatment—and expense.

This clinic was very thorough. Two ear molds were made, one for a hearing aid that would fit into the ear itself and the other to fit behind the ear, with an extension going into the ear. The devices came from different manufacturers. Both arrived in a couple of weeks.

Now that I was a customer, I had the privilege of testing both devices. Both provided a comfortable fit and both helped with hearing. Both even had volume controls. But the smaller unit that went inside the ear—self-contained—seemed preferable.

This final selection was made only after testing each of the two units for 10 days or more.

Each amplifier takes one tiny zinc "air" battery which averages two or three weeks of service and costs about a dollar per battery.

The diagnosis, audiology tests and actual hearing aid purchased cost quite a bit more and hospital insurance paid no part of the fee. The same may be said for Medicare. In this case, the total cost was about $625.

The hearing aid has a three-year warranty, including replacement if it should be lost or stolen.

How much difference does a quality hearing aid make? You can hear sounds you've been missing for years, including conversations in a large room. I give good marks to the efficiency of the unit.

It should be added that the state-of-the-art technology in the late 1980s is far superior to that even a few years ago. Hearing aids are getting better—yet cost about the same.

But the sound is not perfect. It's mechanical. The sound is less than high fidelity. If you're alone playing the stereo, or driving alone listening to music, you will probably want to turn the

One Man's Successful Treatment

volume up and turn off the hearing aid. Finally, metallic noises tend to "jangle" with the little amplifier.

You don't want to have your hearing aid turned up when somebody slams a metal door or when you accidentally drop a metal garbage can lid on a paved driveway. In either case, you will "jangle" for an hour or more.

If you're getting into an auto, you don't want to turn up your volume until everybody has slammed their car doors.

Everything within hearing range is greatly magnified.

But you can enjoy music or television at the same level as friends or loved ones who have no hearing problems. This is great!

If you're holding off on buying a hearing aid or hesitate to be tested for one because you're afraid people will notice, forget it. Even in exposed male ears with an amplifier in each one, the small flesh-colored units will hardly be noticed. A woman, of course, can completely cover an aid with her hair.

How much difference does a quality hearing aid make? You can hear sounds you've been missing for years, including conversations in a large room. I give good marks to the efficiency of the unit.

Summing it up, here are three points to ponder:

- A hearing aid can help with most deafness.
- While satisfactory, it's not natural hearing.
- Initial cost on a quality aid will be considerable.

Footnote: An old friend who had a moderate hearing loss decided he could not afford any type of hearing aid. So he found an earpiece from a cheap radio, put it in his ear, and let the cord drape to his shirt pocket. It was somewhat conspicuous—which was just what he intended. When people saw the earpiece and cord, they raised their voices, the way you do for the hard of hearing.

Postscript On Insurance Discounts

Four Firms Now Offer Seniors Special Rates

Carolina Country readers were among the first to learn of auto insurance discounts for North Carolina drivers 55 and over. In the March "Horizon" column, they read how State Farm Mutual Insurance Company and First of Georgia Insurance Company started giving 10 percent "deviations" (discounts) on liability, medical, comprehensive and collision coverage.

The discounts took effect April 1.

Now two more large companies have joined the trend. Nationwide Mutual Insurance and New York Underwriters began offering the discounts on May 1—and some of their discounts exceed 10 percent.

New York Underwriters will allow a 5 percent deviation on liability insurance (which is required of all North Carolina auto owners) and will allow a 15 percent discount on both collision and comprehensive coverage.

Nationwide, like State Farm, one of the state's largest underwriters with agents in every county, will use a two-tier system. People 55 and over who have been insured by Nationwide less than three years will allow a 5 percent discount on single vehicles and 10 percent on two or more.

Those with Nationwide three years or more can get 10 percent discounts on one vehicle, 15 percent on two or more.

The discounts offered by all these companies are available only to safe drivers—those who have earned no points for traffic violations. And they're offered only to drivers who will be 55 or older on the date the policy takes effect.

According to the legislation adopted by the North Carolina General Assembly in 1987, insurance companies can set any deviation they wish. With only four companies now offering the senior discount, more than 400 other underwriters have yet to launch such a program.

HANK'S GARDENING GUIDE

Gardening activities are at a pivotal period. It's a busy time of preparing flower beds and borders, planting vegetable gardens, pruning spring-flowering shrubs and getting lawns ready for summer.

House Plants

Many house plants can become an integral part of the garden setting now, as foliage plants and most types of indoor plants may be plunged in the shady garden border, mostly among shrubs, to spend the summer. They will benefit from summer rains, fresh air and sunshine.

When plunging a pot, dig a hole the size of the pot, and plant "pot and all." Since many house plants grow with limited sunlight, it is wise to plunge the pots where plants will receive "broken light" instead of direct mid-day sunshine.

Divide Cannas

Clumps of cannas should be divided every three or four years to encourage flowering. When roots become crowded, they cannot make vigorous growth. Flower size and quality will decrease.

Carefully lift the clump of roots with a spading fork and shake off the soil. Then remove any diseased or injured parts of the rootstocks. Cut healthy areas into sections.

Plant the rootstocks in a sunny spot in well-prepared soil to which a generous portion of organic matter has been added. Good sources of organic matter are compost, ground bark and peat moss. It is helpful to add a bit of superphosphate to the organic matter.

Set the root sections five to six inches deep and about 15 inches apart. Cannas will give a world of color to the flower border during the summer and fall.

Shade Plants

Young plants, particularly seedlings, that are set out during summer should be shaded for a few days after planting.

Camellias transplanted late in the season or moved into direct sunlight from a lath house should be shaded through the first summer.

Dig-Divide Violets

Violets that have contributed fragrant blooms in the spring are now ready to be lifted, divided and transplanted.

Locate violet beds away from azalea plantings as violets are hosts to red spiders, which threaten azaleas. Also, you'll want to keep in mind that violets re-seed at a fast pace. They can become a weed in the lawn.

Controlling Weeds

Apply about two inches of ground bark or other loose organic mulch to shrubbery borders and flowerbeds for weed control. Few weed seeds in the soil will germinate because most of them will fail to get light.

Those seeds that do germinate and get through the mulch will be easy to pull from the soil.

Vegetables

Plant tomatoes at least two inches deeper than they were previously growing. To assure an earlier crop, spray early-opening tomato blooms with a fruit-setting hormone, available at garden supply stores.

Do not apply mulch around tomato plants until after the first crop of fruit has set. The mulch can reduce the soil temperature and delay the setting of fruit.

Sow seeds of these vegetables in open ground now: beets, carrots, pumpkins, Southern peas, squash, okra, cantaloupes, lima beans and watermelons. Set out pepper, eggplant, sweet potato and tomato plants from flats, trays or individual pots.

Cut Flowers

For longer-lasting cut flowers, avoid cutting them during the heat of the day when they are likely to be wilted. Instead, "harvest" them in late afternoon or early morning when the weather is cooler.

Place freshly cut flowers in a container of warm water in a draft-free place until the water cools to room temperature. The flowers will then be ready to use in arrangements.

Plant Low—For Safety and Low-Maintenance

Today's landscape trend is away from plantings at the intersection of the driveway with highway or street. If used at all, such plants should be no taller than eye-level from the driver's seat of a car.

Plantings along driveways and walkways also are losing favor. One good reason is that such plantings require extra time and effort in maintenance—as well

as extra time in mowing the lawn. And, such plantings tend to take away from the feeling of spaciousness so desired in the front yard.

Increase Your House Plants

Now's a good time to root cuttings to grow into house plants for next winter. Make cuttings of soft wood from such plants as geranium, coleus and begonia. Place cuttings in a sand box, kept moist but not soaked.

In about six weeks, after roots have formed, transplant cuttings into fertile potting soil. Place pots in a place of filtered sunlight. Move indoors in late summer or early autumn.

Fancy-Leaved Caladiums

These colorful foliage plants make good accents to borders in shady places. The best color impact is gained when a mass of one variety is planted in a bed.

Start caladium tubers indoors in rich soil. After leaves sprout, transplant to a well-drained spot of fertile soil. Caladiums like ample moisture; they dislike strong winds or strong sun.

Check Older Azaleas and Rhododendrons

Acid soil is necessary for healthy growth of rhododendrons and azaleas. However, soil can become too acid as a result of continuous use of recommended fertilizers over a period of time. A soil test may show that you need to get the pH up a bit.

Select Tomato Plants Carefully

Don't take a chance on losing tomato plants to fusarium or verticillium wilt. Select varieties that are resistant to these diseases. Also, select stocky insect- and disease-free plants. You'll want to avoid tall, spindly or leggy plants.

—Hank Smith

Offers $20,000 In Prizes

Pan Fish Tournament Set For June 4

Almost $20,000 in cash and prizes will be at stake June 4 during the Seventh Annual Pan Fish Tournament in Pender County.

The tournament, sponsored by Holland Shelter Creek, will offer prizes in six categories including a youth division for those ages 16 and under.

Fish qualifying as pan fish include: Black Crappi, Blue Gill (Bluebream, greyhead), Warmouth (goggle eye), Red Ear Sunfish (shellcracker), Pumpkinseed (checker gill, speckled perch), Robin (red belly), Raccoon Perch and Yellow Perch.

Registraton for the event is $10 with pre-registration set for May 28 through June 3.

For more information on the tournament, contact Steve Holland, Holland Shelter Creek, Highway 53 East, Burgaw, NC 28425. Phone: (919) 259-5743.

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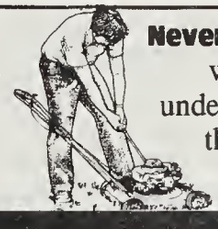

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By Owen Bishop

Monopoly Champs Will "Go For The Gold" In World Tournament

If you're looking for a new way to raise funds for a charitable organization, Parker Brothers will give you a hand in sponsoring a Monopoly tournament.

The game company will provide the Monopoly sets, prizes and a planning guide for such a competition, according to Laura Lemiesz, Monopoly tournament director at Parker Brothers.

To be officially sanctioned, a tournament must draw a minimum of 24 players. Winners of official tournaments can qualify for the national Monopoly contest.

For more information about how to sponsor a Monopoly tournament, write or call Ms. Lemiesz at Parker Brothers, 50 Dunham Road, Beverly, MA 01915. Phone: (617) 927-7600.

Monopoly® game equipment used with permission from Parker Brothers © 1936.

It may be a mammoth year for Monopoly.

McDonald's is offering a rerun of the "golden arches" version of the game, which could help improve sales of the original Parker Brothers game.

Meanwhile, plans are now in place for the sixth World Monopoly Championship in London next fall, an event that's sure to draw attention to the game from nations around the globe. Parker Brothers officials expect representatives of about 30 countries to participate in the competition.

The 1988 Olympics will be history by the time these contestants "go for the gold" in a Monopoly marathon, Oct. 15-17. They'll be vying for the real money equivalent of the total dollars in the Monopoly game: $15,140.

Representing the U.S. in these world-class games will be Gary Peters of Hallandale, FL, who is—of all things—a mortgage banker.

He says his profession has had little to do with his success with Monopoly.

"The game has taught me more about business than business has taught me about playing Monopoly," he said.

Peters said he's played the game all his life and taught his kids to play, but has never considered himself an expert.

"We'd play maybe two or three times a year, but there were times when we didn't play because we couldn't find the Monopoly set," he said.

"Then, after the national contest was held in Palm Beach a few years ago, I began looking around for a local competition to enter."

His winning score in a benefit contest at a Winter Park, FL, mall was registered with Parker Brothers, which keeps records of such scores from all such contests throughout the country.

By outscoring all other players in Florida contests over a three-year period, Peters became that state's champion and joined representatives of 47 other states in the national competition in Washington, DC, last September. North Carolina was represented by 16-year-old Jason Cook of Concord.

"That was a marvelous experience," Peters said. "Of the 48 state champions, half were in their teens. We played three 90-minute preliminary games to narrow the field to four finalists. Then, the finalists and the reigning national champion played to the finish. It took us two hours and 50 minutes."

He won a huge trophy and a $5,000 savings bond that was donated to a charity in Fort Lauderdale. Parker Brothers matched the gift with a direct cash donation.

Peters, who's now trying to play Monopoly at least once a week in preparation for the world competition, plans to write a book about the value of the game as a tool for teaching children about money.

He still considers the game "refreshing and entertaining," partly because "it always brings out the true personalities of those who play it."

He added: "It can give you a great sense of accomplishment. But many people don't have time to play. They ought to try the 90-minute game. It isn't the 'short' version, which is described in the instructions. You just play the regular game and stop after 90 minutes."

Parker Brothers estimates that about 100 million Monopoly sets have been sold around the world since it first went on the market in 1935—and about 250 million people have played the game.

But when the company's executives first saw the game, they thought the public wouldn't like it because it took too long, its rules were too complicated and it had no clear-cut finish.

The game was developed by Charles B. Darrow of Germantown, PA, who decided to produce and sell the game on his own after being rebuffed by Parker Brothers. He and a printer friend sold 5,000 sets to Wannamakers of Philadelphia. As a result, Parker Brothers reconsidered and struck a deal with Darrow in early 1935. By mid-February, the company was producing 20,000 sets per week.

Darrow, who became the world's first millionaire game designer, died in 1967.

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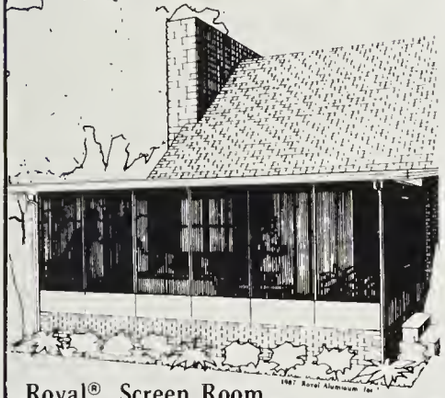

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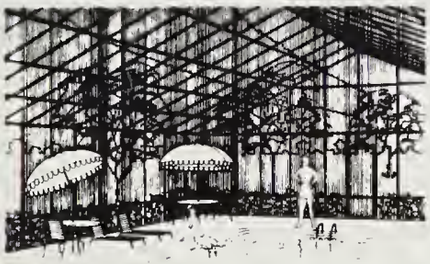

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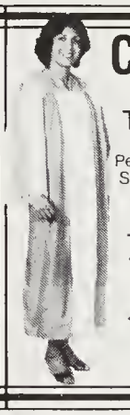

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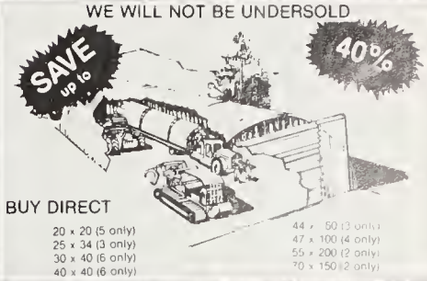

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